CHAS' NEME
PIONEER HOTEL BUILDER

Oranjestad. — A place of honor in this special hotel edition, deesrves mr. Chas Neme, prominent businessman and, pioneer in the hotelbussiness of Aruba.

When nobody believed in tourism, he invested private capital in the building of Aruba's first hotel, the Strand, at the LL. Smithboulevard, Oranjestad.

Years later, he tried to interest his fellow merchants in the building of a first hotel resort on the beach. Again however, it turned out that many liked the idea, but did not want to risk any capital. Their confidence in Arub..'s future as a tourist center was small...

Chas Neme went ahead. With the cooperation of the government he build the first hotel on the beach, the BASIRUTI.

Chas Neme, who has several highly succesful businesses at Aruba, was born in the Lebanon. More than twenty years ago he came to Aruba, where he started out small, gradually building up a business that now belongs to the most important of Aruba and where many dozens of people find steady and good employment. No doubt has his decision to risk his capital and build the Basiruti hotel also influenced thinking and building up enough confidence, to make the Aruba Caribbean possible.

CONTRIBUTION TO JAZZ

A cultural contribution of the island of Aruba is a new jazz instrument, the WIRI WIRI. Made of a length of steel, ridged like a washboard, the Wiri wiri is played with an ice-pick. The clear metallic beat accentuates the sharply syncopated Aruban dance music. One of the most popular rhythms.... the Tumba.

BASIRUTI

HOTEL-CLUB

THE FIRST TOURIST RESORT ON THE NICEST SPOT OF PALM BEACH

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FOR A DIFFERENT DISH IN FUN PACKED INFORMAL, PLEASANT ATMOSPHERE. RESTAURANT, BAR- DANCE FLOORS

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SO NEAR (walking distance Aruba Caribbean) YET SO DIFFERENT. FUN IN THE SUN AT INFORMAL

AMERICAN MANAGEMENT

BASIRUTI

THE EPITOME OF HOSPITALITY